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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- Sept 2018

B.Tech Semester 7

COURSE CODE: 10B1WPD731

MAX. MARKS: 15

COURSE NAME: Entrepreneurship Development

COURSE CREDITS: 3

MAX. TIME: 1 hr

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

1. Highlight the key lessons from entrepreneur Mukhi Regutnathan (Pepper Square) journey of seven venture failures. (4 marks) [CO1]
2. How have new age internet technologies provided impetus for entrepreneurship opportunities? (4 marks) [CO2]
3. Discuss with examples Porter's three major competitive strategies. (4 marks) [CO3]
4. Contrast between (3 marks) [CO2]
 - a. Memorandum of Association and Articles of Association
 - b. Director Identification number and Digital Signature Certificate